*Whole Earth Institute*
*Second Founders' Meeting*
*October 10, 1990*

Attendees:

Stewart Brand
Chris Desser
Gene Farb, Founder
Robert Fulghum, Founder
Toni Garret, Founder
Huey Johnson
Mitch Kapor, Founder
Bruce Katz, Founder
Kevin Kelly
Stephanie Leonard
Greg Steltenpohl, Founder
Kelly Teevan

Preface:

The following are abbreviated notes from the second Founders' meeting as remembered by S. Leonard, For clarity, I have chosen to break the notes into two parts – 1) the discussion and 2) the tasks.

The Discussion:

After a brief round of introductions, including a welcome to the new executive director of POINT – Kelly Teevan, the conversation again centered on "What is the Whole Earth Institute".

Someone came up with the statement that the Institute was a "cultural incubator" – a place where prototypes could be developed and tested. While this statement provided a shell, everyone seemed to want a more in-depth sense of purpose, so other ideas were discussed.

Chris Desser strongly stressed the idea of POINT as a creator of community – the Institute could link small groups together in innovative ways. Greg Steltenpohl added the Institute could also come up with innovative ways help break down barriers between such groups.

But how could this be done?

Bruce Katz, current owner of Esprit, suggested the idea of working together on a pilot project that would bring young people onto the WELL. Esprit is currently investigating the idea of how to get people more involved in volunteering – in building communities, in helping people find something to do.

Certainly the idea of reaching out to young hackers – kids under 18 who might be considered misfits – would be one way of bridging the communications gap. By giving these kids a free month on the WELL to participate in the Youth Conference would possibly help these young people find other people to communicate with, would bring younger people into the POINT family and would help Esprit identify a segment of the population that might be interested in volunteering.

Mitch Kapor suggested the Institute also sponsor the publishing of a pamphlet on "Rating the Non-Profits". Gene Farb took this idea one step further and suggested that POINT use its strengths to develop pamphlets on traffic control, environmental issues, education etc, which could be purchased by corporations for distribution, raising the corporate consciousness as well as money for POINT.

Not only were future projects discussed, but the Institute's recent endeavor – Cyberthon – also was looked at and its success in bringing POINT out into the public eye was weighed against any possible financial loss it may encounter. Because of the international flavor of this event, much mention was made of Cyberthon II – perhaps having this event in two places (Tokyo and Boston) and being underwritten both with Japanese and American corporate donations.

<u>The Tasks</u>:

To wrap things up, Robert Fulghum suggested the Institute staff do the following:

1. Review the possibility of working with Esprit on a pilot project
2. Continue to Expand the Japanese connection for POINT
3. Raise money so other projects can be done